

Chapter 10

M–Learning: New Concept, New Rules, New Implementations in Marketing in Cases on Challenges Facing E–Learning and National Development: Institutional Studies and Frameworks

Gonca Telli Yamamoto
Okan University, Turkey

ABSTRACT

Mobile learning is a new way of learning in contemporary education, and it is one of the latest stages information society has reached. Cell phones/PDA's, which are launched as the most enhanced instruments of mobile systems, possess certain peculiar characteristics compared to existing computers in terms of accessing, sharing, and creating information, and they become a part of life in a much faster way. They represent unique distinctions such as being operable 24/7 everywhere within the coverage area, and having the ability to communicate and deliver messages to almost any corner of the world. The mobile instruments open new gates of the world beyond the person and develop new environments of information sharing for everybody around the world.

Such a change automatically brings out certain different rules and applications, while necessitating to act beyond conventional marketing rules for the presentation of the emerging product/service (learning) to the consumer. This study considers concepts, rules, and applications of mobile learning and associated issues through conceptual mapping. The applications realized as well as the social issues which have arisen within the frame of these applications and which are influential in general as the social tendencies are contemplated.

Under the light of all foregoing developments, the use of instruments such as mobile channel, Internet, word of mouth, word of mob, and blog in m-learning marketing is discussed. One should expect the promotion activities which have been heavily realized in the beginning stage for the users to adopt m-learning to shift towards marketing aspect in time.

DOI: 10.4018/978-1-60960-074-7.ch010

This study could be defined as the process through which an education typically moves, as well as the moves of marketing of these programs. User friendly applications of mobilogren (<http://www.mobilogren.net/>) from Turkey will be given as a case study as a sample of a beginning stage of these developing software.

INTRODUCTION

Information age grows with information, and regards this information as a value. This new society which is fed by information encompasses elements such as learning, working, entertainment and creating a society to its natural structure. Therefore, programs and styles with new features which address to the information society should be created.

In the last two decades, with the introduction of the existing information on electronic environment to the economy and the business world, and as a result of their direction in this way, individuals also perceived the importance of E-learning in a short time. Wild competition occurred during the transition into the information society. Competition has now become information and learning oriented. Learning in a competitive environment and accessing information rapidly is also very important for the institutions and there is a need for good marketing relationships with learners and potential learners. On the other hand some marketing implications are changing to the new media environments (internet & mobile).

Whatever the technology, however, learning is the vital element. Learning and development are the preliminary conditions of achievement. With the support from the new systems, nations are able to use information/knowledge they possess by allowing for the development of individuals at every level through a continuous learning record with a momentum in their expectations to gain superiority in the competition.

It has often been noted that when a new technology arrives we tend to use it in old ways (e.g. Twigg 2001), before we begin to understand what

it really offers. So, for example the television was initially treated as 'radio with pictures', before those working in television began to appreciate what could be done with the new medium (Weller, 2009). There are some similar approaches in e-learning, mobile learning and marketing subjects.

Mobile learning is a new way of learning in contemporary education and it is one of the latest stages information society has reached. Mobile phones/PDA's which are start up as the most enhanced instruments of mobile systems possess certain peculiar characteristics compared to existing computers in terms of accessing, sharing and creating information, and they become a part of life in a much faster way.

They represent unique characteristics such as being operable 7 days/24 hours everywhere within the coverage area, and having the ability to communicate and deliver messages to almost any corner of the world. This means usage and access potential is more than other devices such as computers. There is also a convergence between computers and mobile devices.

The mobile instruments lead to opening new gates of the world beyond the person and to the development of new environments of information sharing for everybody around the world.

According to Horizon (2009) over the past few years, mobiles have undergone a continual transformation, becoming ever more capable and flexible with each new release. The ability to record audio and video turned the mobile phones into portable multimedia means.

Mobile devices became keepers of several personal knowledge are such as family photos and personal notes etc. as their storage capacity increased. Some other functions like phone books,

16 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/learning-new-concept-new-rules/53371

Related Content

They're Here, Now How Do You Keep Them?: Lessons Learned with First Year College Students

Ruth Gannon Cook (2011). *International Journal of Technology and Educational Marketing* (pp. 25-41).

www.irma-international.org/article/they-here-now-you-keep/58330

Building and Development of Dairy "Dana" Brand

Boris Milovi (2019). *Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications* (pp. 407-431).

www.irma-international.org/chapter/building-and-development-of-dairy-dana-brand/213717

Online Shopping: Exploring Perceptions of Digital Natives in the United Arab Emirates

Muneeza Shoaiband Hameedah Sayani (2016). *International Journal of Online Marketing* (pp. 12-35).

www.irma-international.org/article/online-shopping/165480

Service Quality Dimensionality in Higher Education Institutions (HEIs): An Analytical Approach from Students' Perspective

B. Shanmuga Priyaand M. Jeyakumaran (2015). *International Journal of Technology and Educational Marketing* (pp. 60-77).

www.irma-international.org/article/service-quality-dimensionality-in-higher-education-institutions-heis/129775

Importance of Web Based Tools for Promotion of Movies: A Survey on Indian Movie Production Houses

Suresh Sannapu, Akshat Singh Parihar, Gaurav Kandwaland Karan Kakkar (2014). *International Journal of Online Marketing* (pp. 62-73).

www.irma-international.org/article/importance-of-web-based-tools-for-promotion-of-movies/113958